

# Request for Proposals KAP (Knowledge-Attitude- Practice) Assessment study – Consultancy & Data collection

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RFP n#: 2023-11-MEL-KAP

Location: Pakistan

Start date: 3 Jan 2024

End date: 5 April 2024

**Better Cotton key contact:**  
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MEL



All applications must be submitted via [this form](#)

You may submit questions to [tender@bettercotton.org](mailto:tender@bettercotton.org) - RFP n# 2023-11- MEL-KAP.

Questions, requests, and applications sent after the deadline (17 Dec 2023) will only be considered in exceptional circumstances.

## Description

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Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: [www.bettercotton.org](http://www.bettercotton.org)

## Background

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We are seeking proposals from skilled individuals or organisations interested in collaborating with us on conducting a KAP (Knowledge, Attitude, Practices) Assessment study in Rajanpur District, Punjab, Pakistan.

Better Cotton coordinates a capacity strengthening programme, delivered through Better Cotton staff and experienced field-level partners, referred to as Better Cotton Programme Partners. This programme aims to help farming communities adopt practices consistent with our Standard - the [Better Cotton Principles and Criteria](#), and adjusted to their local context. Better Cotton does not train farmers directly, but shares training and resources through its network of Programme Partners, who are crucial for the success of the initiative at field level. More information on this can be found in our [Theory of Change](#) and on our [Capacity Building](#) info page.

Our current approach to measuring results and impact can be found [here](#). As we strive to deliver greater impact at farm level, we increasingly need to understand the complexities of behaviour change and the pathway to impact. Since inception of Better Cotton, the Monitoring, Evaluation and Learning (MEL) team has been working on tracking the progress made by the Better Cotton farmers over the years, mainly through the yearly monitoring of 8 Results Indicators, as well as external evaluations on specific projects. Until now, we have therefore been focusing more on the ultimate outcomes and impacts levels of our Theory of Change. In order to have a more comprehensive coverage of our Theory of Change, we are currently deepening our monitoring and evaluation of the outputs and intermediate outcomes levels. As a priority, we will be assessing whether the capacity strengthening activities are leading to an increased knowledge of the farmers on the different topics covered by the interventions, and whether this has led to a behaviour change (i.e., adoption of the recommended practices).

Even though some of our partners track practice adoption and training data, we currently don't have in-depth, contextual understanding of how and why behaviour change amongst farmers happens or does not happen. There might be knowledge gaps at farmer level or there might be attitude-related barriers to behaviour change which would be very helpful to understand, to better inform our capacity strengthening strategy.

In a previous consultancy assignment, the Knowledge-Attitude-Practices (KAP) approach was adapted for Better Cotton to address these questions. Later, the KAP methodology was piloted with a Programme Partner in Gujarat, India. We are currently in the process of conducting a KAP Assessment with a programme partner in India. Incorporating the lessons learned from the pilot, we will conduct a KAP assessment with another project in Pakistan during the current cotton season (ending in Q1 2024). Our KAP assessment approach includes both quantitative and qualitative data collection, for which we have standard questionnaires, that will need to be adapted to our Programme Partner's specific context.

The said project was initiated in 2016-17 with Programme Partner Sangtani Women Rural Development Organisation (SWRDO) and is spread over one district in Rajanpur covering 32,117 farmers in total. The project has currently 12 Producer Units (PUs), with 10 Smallholder PUs and 2 Medium Farm PUs.

## Scope of Work

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We expect the consultancy to be carried out in a collaborative manner with the Better Cotton team as well as with our Programme Partner, who will have an active participation in the study.

This assignment entails the following 3 phases, with 7 deliverables.

### **Phase 1: Initial consultations and quantitative data collection**

Consultation with the Programme Partner, with the Better Cotton Pakistan and global Programme teams will be necessary to understand well the context of the Project and to prepare the quantitative survey questionnaire that needs to be tailored to the specific needs of the Programme Partner. Sampling strategy may include stratification based on land size and other relevant categories.

The questionnaire will cover the Knowledge, Attitude and Practices components, and the consultant is expected to interview a representative sample of farmers across identified strata in Punjab, Pakistan.

Expected deliverables:

1. The quantitative questionnaire will be developed by the consultants; the Better Cotton team and the Programme Partner will review and revise it based on their experience and on their understanding of the context and the project.
2. The consultant will carry out the quantitative data collection including data quality checks and will share the raw and cleaned datasets afterwards.
3. Consultants will prepare a preliminary report outlining the key findings from the quantitative survey.

### **Phase 2: Qualitative data collection**

The qualitative tools will have to be adapted to the Programme Partner's context and needs, as well as to the results from the quantitative survey, in order to be able to understand the findings.

The qualitative sample would involve at least 5 FGDs and 15 Key Informant Interviews.

Expected deliverables:

4. Qualitative survey tools adapted, validated by Better Cotton team and the Programme Partner
5. Qualitative survey completed and notes shared.
6. Final report, including the analysis of findings from both quantitative and qualitative surveys, the learnings and recommendations. An executive summary will also be included in the report.

### **Phase 3: Prepare and present a summarized report to stakeholders.**

The final report will be synthesized in a PowerPoint presentation that will outline the key findings and learnings from both the quantitative and qualitative data collection.

It will be presented to the Better Cotton teams and the Programme Partner in a clear and concise way, and it will include concrete recommendations to inform the capacity building strategy of both Better Cotton and our Programme Partner.

Expected deliverable:

7. A concise and visually appealing presentation on PowerPoint synthesizing the key findings, learnings, and recommendations to be developed and presented to the key stakeholders involved (Global programmes team, Better Cotton team in Pakistan, the Programme Partner).

## High-level Timeline

17 Dec 2023	Applications deadline  All applications must be submitted via <a href="#">this form</a>
18 Dec to 22 Dec 2023	Applications review, shortlisting and interviews
By 26 Dec 2023	Notification of the successful applicant, contract signed.  Unsuccessful <u>shortlisted</u> applicants will also be notified
1 Jan 2024	<b>Start of the consultancy</b>
By 2 Feb 2024	Quantitative questionnaire prepared and reviewed
By 1 Mar 2024	Quantitative data collection completed and cleaned data set shared with Better Cotton
By 8 Mar 2024	Key findings from quantitative survey presented
By 15 Mar 2024	Qualitative tools revised and adapted to the Programme Partner’s context and to the results from quantitative survey
By 29 Mar 2024	Qualitative data collection and analysis completed
By 5 April 2024	Final report submitted & presentation to stakeholders

## Required Skills & Knowledge

Skills, Knowledge and Experience of the lead consultant
<i>Essential</i>
A postgraduate qualification in a relevant field such as agriculture, environment, sustainability, research, or social sciences
A minimum of 7 years of professional experience in conducting studies or evaluations of development programs, including quantitative and qualitative research
Experience with conducting KAP assessments in Pakistan
Experience of conducting studies/evaluations in Pakistan.
Excellent written and verbal communication skills in English
Excellent facilitation and coordination skills
<i>Optional</i>
Fluent in written and spoken Urdu, Punjabi and relevant local dialects
Working knowledge of the cotton sector

In addition to skills, competencies, and expertise, we will consider value for money and demonstrable commitment to the field of sustainability to evaluate applications.

## Application Requirements

Proposals sent to respond this Request for Proposals must include the following:

- A succinct, well-documented Technical Proposal that includes:
  - Understanding of the assignment including a summary of tasks and main objectives
  - The proposed approach and methodology (including sampling)
  - Activities and their corresponding timeline
  - A clear description of the project team members with details of their relevant experience and their CVs
- At least one sample of previous relevant work (the contents of which will remain confidential and will be used for the sole purpose of evaluating the submission)
- A Financial Proposal: please provide a detailed budget including the time allocated for each activity and the daily rates per person, respecting the overall budget available for the assignment, approximately 15,000 to 20,000 Euros. Please note that ALL costs must be included in the detailed budget including expenses, traveling costs, and taxes.

*We thank all applicants for their interest; however only shortlisted applicants will be contacted.*

*Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.*